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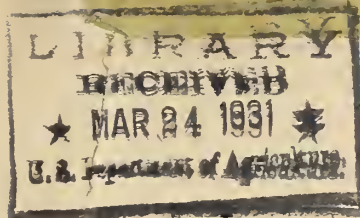
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Make Your Dollar Buy *More!*



**O. A. D. BALDWIN NURSERY CO.
BRIDGMAN MICHIGAN**

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U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

M. R. N.

BUREAU OF PLANT INDUSTRY
Horticultural Crops and Diseases

8-3591

Our Guarantee Your Protection

For 42 years the Baldwins have backed up this guarantee to the entire satisfaction of their thousands of customers everywhere.

We guarantee every plant, tree, shrub, or bulb sold by us to be first class, free from injurious disease or insects, and true-to-name. We further guarantee our stock to reach you in good growing condition and will replace free of charge any that does not.

Also, we will, on proper proof, replace or refund the purchase price of any stock that proves untrue to name. We are, of course, not liable for more than the purchase price of stock ordered.

O. A. D. BALDWIN NURSERY CO.



Michigan Certificate of Nursery Inspection

This is to certify that the nursery stock of O. A. D. Baldwin Nursery Company, Bridgman, has been examined and found to be apparently free from dangerous insects and dangerously contagious tree and plant diseases. This certificate to be void after Sept. 15, 1931.

E. C. MANDENBURG.

In charge of orchard and nursery inspection.
Lansing, Mich., Sept. 18th, 1930. No. 7123.



To You Who Want the Best at the Lowest Price

THIS is "Thrift Year" for everybody. Your dollar spent now will go farther than it has for many years. In keeping with the times, we have "shaved" off every possible expense in order to give you still greater values. Instead of sending you a large, expensive catalog every copy of which must be charged against the price you have to pay, we are sending you this modest and inexpensive book. The savings we have effected are being passed right on to you in lower prices.

Remember this, though. Every tree, plant, and shrub shown here is the very best of our splendid 1931 stock—the best that can be grown. Practically every item shown and listed is a "special"—the pick of the crop—ready for your planting! Look over every page, size up what we are offering, then make up your order. As I said at the beginning of this little chat, your dollar never stretched farther than it will right now.

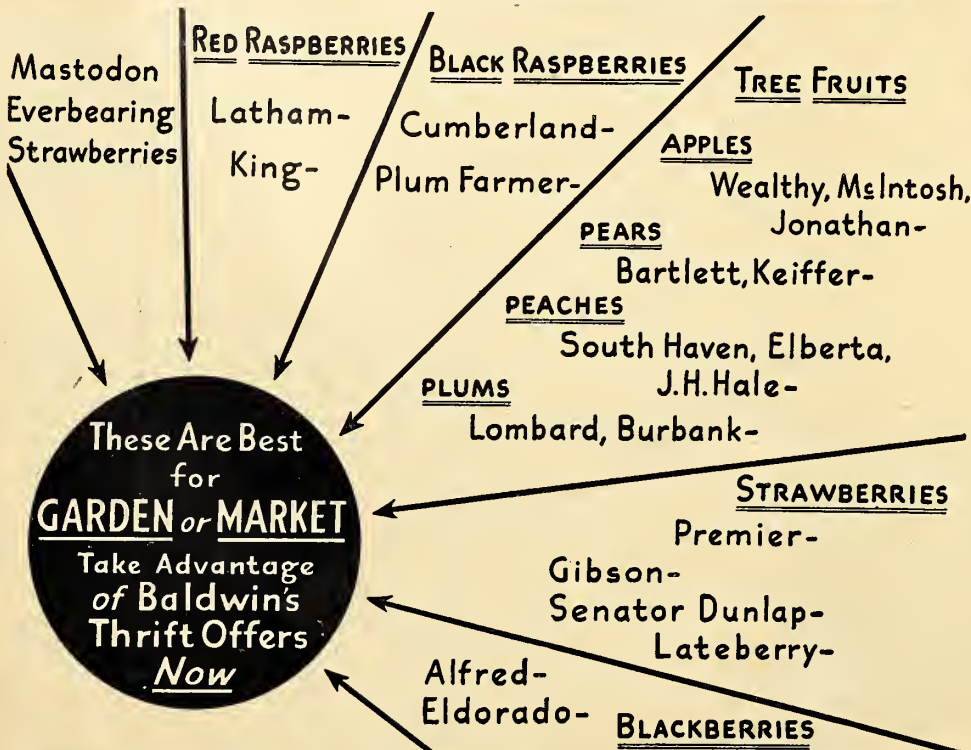
While our 1931 stock is very complete, it will not stay that way very long. Many customers will order at once. Early orders always get the best choice, and my sincere advice to you is to send your order now. I promise to save you money, give you extra good plants, and guarantee complete satisfaction. I have done this for over 30,000 regular customers, and I'd like to do it for you. Will you give me the opportunity?

O. A. D. Baldwin

COMPARE OUR LOW PRICES

ORDER NOW AND SAVE MONEY

Our Guarantee of Quality with Every Plant



O. A. D. Baldwin



G. W. R. Baldwin

O. A. D. BALDWIN NURSERY CO., BRIDGMAN, MICH.



PLANTING for Make Your Back Yard an Outdoor Living Room

ADD another room—an outdoor room—to your home this spring. There is plenty of room for it even on the smallest city lot. An "Outdoor Living Room" is the fashion today and every up-to-date family is making such a planting and doing it economically. It provides a beautiful, healthful place, out of doors, bringing enjoyment to every member of the family.

You Will Need Good Shrubs

The humblest cottage or the most magnificent mansion will be a better place to live in if beautiful shrubs are planted around it. Nothing that grows costs so little and gives so much enduring satisfaction. We are proud to sell the kind of shrubs, roses, evergreens and other ornamentals we do. Once you have them around your place, you will be glad you bought and planted them this spring.

Butterfly Bush

A beautiful medium size shrub that bears clusters of lilac-colored flowers, 5 to 6 inches long. Attracts butterflies in large numbers. Blooms early Summer until late in Fall.
Price, 1 1/2 to 2 ft., each. **25c**

Deutzia

Pride of Rochester. The large double white flowers, reverse side of petals a delicate pink, make this a most highly prized shrub. Fine specimen plant 6 to 8 feet high. This Deutzia deserves a much wider use. Blooms June-July.
Price, 1 1/2 to 2 ft., each. **12c**

Dogwood

C. Siberica. Bright red branches and berries make it attractive in winter. A valuable shrub because it grows vigorously in shade. Large leaved foliage makes a good show in summer and fall. 6 to 10 feet.
Price, 1 1/2 to 2 ft., each. **25c**

Flowering Almond

Rose-pink flowering—3 to 4 foot, upright grower. A very attractive shrub. The long branches are thickly studded with small, double, delicate pink flowers over their full length, before the leaves appear. Blooms in April.
Price, 1 1/2 to 2 ft., each. **40c**

Forsythia—Golden Bell

F. Fortunei. One of the first shrubs to bloom. Their bright yellow flowers seem the very spirit of Spring, opening before the leaves appear. Will reach a height of 6 to 8 feet but may be pruned to desired height; branches slightly drooping. Dark green leaves. Flowers hauntingly sweet.
Price, 1 1/2 to 2 ft., each. **12c**

Golden Elder

Showy, golden leaves; tall, sturdy, hardy shrub. Just right where height and color are needed. Unusually large clusters of white fragrant elder blossoms, followed by black berries. Attractive ornamental shrub. 7-10 feet; blossoms August.
Price, 2 to 3 ft., each. **35c**

Honeysuckle Bush

Red Tartarian. This vigorous spreading shrub with dark green foliage bears large, bright red flowers in June and, later in the season, crimson berries. Very showy. Height, 6-10 feet.
Price, 1 1/2 to 2 ft., each. **12c**

Hydrangea P. G.

This showy shrub is perfectly hardy. Its large clusters of pure white blossoms, later turning to soft pink, bloom from August until late fall. Superb either in single or group plantings; often used as a hedge. A beautiful shrub both for its blooms and its rich green foliage—and should be used much more than it is. Grows 4 to 5 feet high.
Price, 1 1/2 to 2 ft., each. **25c**

Japanese Quince

Flowering Quince—Scarlet flowers—6 to 8 feet. Blooms in April and May. One of the most attractive spring blooming

Althea—Rose of Sharon

Beautiful deep pink flowers; dark green, glossy foliage. Great masses of large flowers 3 inches across in August and September when there are few other flowers. Hardy; succeeds anywhere. Plant the bush form (grows to 4-6 feet) in beds; the tree form (reaches 6-10 feet) for single ornamental use.

Price, (Bush Form). **15c**
Each.....
Price, (Tree Form). **40c**
Each.....

Barberry—Japanese

For Every Purpose. Where a beautiful foliage effect is desired there is no shrub so generally planted or more practical for all purposes than the JAPANESE BARBERRY. Dwarf growing, bushy and rounded in form. Of special importance for use as a filler, and edging for shrubbery groups, and above all as a compact, low hedge for lawn borders. In autumn the foliage turns scarlet and gold covered with crimson berries.

Price, 1 1/2 to 2 ft. **15c**
Each.....

Barberry—New Red-Leaved

Similar in all respects to the green-leaved Japanese Barberry so popular for hedge or clump plantings, except that the foliage of this new variety is a rich, lustrous, bronzy red. In the fall its foliage changes to vivid orange, scarlet and red shades, more brilliant than the ordinary Japanese Barberry. This coloring is followed by the same brilliant, scarlet berries, which remain on the plant all winter. Plant in full exposure to the sun.

Price, 1 1/4 to 1 1/2 ft., each. **45c**

Bechtel's Flowering Crab

A flowering tree of outstanding beauty. Large, apple-pink, double, fragrant blossoms. Adapted to single planting—grows 8 to 10 feet high. Slower growing, longer lived ornamental tree well worth the added cost.

Price, 2 to 3 ft., each. **70c**



Persian Lilac



Before
and After
Planting



Japanese Barberry

ENJOYMENT is the FASHION

shrubs; blossoms always large, produced in great masses just as the leaves are coming out. Foliage is a dark, glossy green. A favorite flowering shrub that should be in every garden.

Price, 1½ to 2 ft., each..... **30c**

Lilac

Persian Purple. Choicest variety—unusually large, pale lilac blooms, sweetly fragrant. Everybody admires the lilac. Practically every yard should have 2 or 3 of these popular shrubs.

Price, 2 to 3 ft., each..... **30c**

Mock Orange—P. Coronarius

A large, very hardy shrub which has a profusion of pure white, highly scented flowers. Attains a height of 4 to 6 feet. Blossoms in June.

Price, 1½ to 2 ft., each..... **12c**

Mock Orange—P. Virginialis

Magnificent new variety. Medium height, compact bush. The flowers (single, semi-double and fully double) are the largest and most sweetly fragrant of any variety, with longest early blooming season. Gaining popularity in every state.

Price, 1½ to 2 ft., each..... **45c**

Privet Hedge

Amoor River North. Excellent hedge plant. Especially desirable in the north because of its unusual hardiness. Absolutely not winterkill. Leaves are dark; do not fall until late winter. Readily trimmed to any desired shape.

Price, 1½ to 2 ft., 100 for..... **\$6.35**



Forsythia

Snowberry (Red)

Coralberry. Desirable for its clusters of red berries, hanging on all winter. Low growing, graceful, spreading habit. Attractive foliage; sturdy grower in shade.

Price, 1½ to 2 ft., each.. **20c**

Snowberry (White)

Distinguished for its graceful sprays of large, milk-white berries coming in mid-summer and lasting well into winter. Added effect of soft green foliage makes this one of the most attractive ornamental shrubs. 4 to 5 feet.

Price, 1½ to 2 ft., each.. **20c**

Spirea Anthony Waterer

Dwarf hardy shrub; large pink-red flowers 3 inches across. Blooms July to frost. Rarely reaches over 3 feet; good used as edging for taller shrubs.

Price, 1½ to 2 ft., each..... **30c**



Spirea Van Houttei

Spirea Arguta

One of the showiest of spring shrubs. Dense masses of white flower clusters along drooping branches. Leaves light green, narrow—giving a lace-like beautifully soft appearance. April-May bloom.

Price, 1½ to 2 ft., each..... **25c**

Spirea Van Houttei

Bridal Wreath. One of the most beautiful and popular of flowering shrubs. In May and June the slender branches droop and form a veritable fountain of snowy white bloom.

Thrives anywhere, in shade or sun, wet or dry, and grows from 6 to 8 feet high in good ground. Makes a beautiful ornamental hedge.

Price, 1½ to 2 ft., each..... **12c**

Tamarix

Africana. Distinctive because of its delicate thread-like foliage, dull sea-green in color, waving from long bending branches. Numberless small pink flowers in April before the leaves appear make it a cloud of soft pink. 6 to 10 feet.

Price, 2 to 3 ft., each..... **25c**

Weigela Eva Rathke

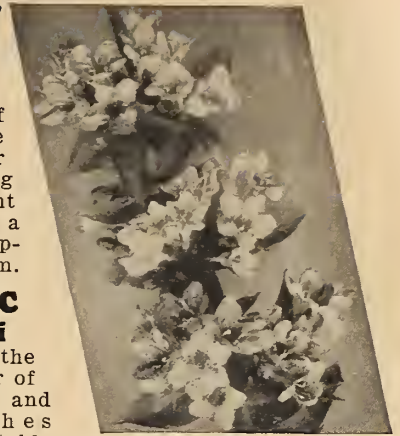
Crimson. 3½-4 feet. June flowering. Of smaller growth than the other Weigelas. It is decidedly spreading. A profusion of flowers brilliant crimson with white throats is its outstanding characteristic. It is especially showy and will prove an excellent variety.

Price, 1½ to 2 ft., each..... **40c**

Weigela Rosea

Pink. 4 to 5 feet. The most popular Weigela. Delicate pink, bell shaped blossoms are borne in great profusion along great arching canes, during May and June. Large leaves especially free from disease. This variety is the best of the group and is good for all use where a shrub of this height is needed.

Price, 1½ to 2 ft., each..... **18c**



Weigela Rosea



Clematis Paniculata

CLIMBING VINES

Clematis Jackmani

Purple. The most strikingly beautiful clematis. Large, open, deep purple flowers cover the vine in July and August. Deep green, glossy foliage.

Clematis Paniculata

White. The small, white "star" variety that blooms so profusely in late summer. Delicately fragrant. Attractive light green foliage. A hardy grower—one of the most satisfactory flowering vines.

Honeysuckle, Hall's Japanese

The favorite. Delicate white and yellow flowers blooming in June, with some flowers all summer. Heavy pungent fragrance. Dark green foliage holding its full color late into the fall. A vigorous

Beauty, Shade, Fragrance, Privacy

grower, often shooting 7 to 10 feet in a single season.

Ivy, Boston

Well known hardy vine covering for brick and stone walls—nothing better. Foliage small, dense, close-growing. Brilliant fall colorings. Slow to start but vigorous when established.

Ivy, Englemann

Similar to Boston Ivy but has large five-pointed leaves and is easier to start. Suitable to quickly cover large walls, chimneys, etc. Long lived; deep autumn colors.

Wisteria

Chinese Purple. A luxuriant, growing, clinging vine. Beautiful, fine, lacy foliage filled with long, drooping clusters of soft, purple flowers, that come in May. A long-lived, hardy vine.

PRICES—2-Yr., No. 1 Vines

	Each	Per 3	Per 6
Clematis Jackmani.....	\$0.70	\$1.90	\$3.50
Clematis Paniculata30	.80	1.50
Honeysuckle, Hall's Japanese30	.80	1.50
Ivy, Boston35	.95	1.75
Ivy, Englemann35	.95	1.75
Wisteria40	1.10	2.00

For a Beautiful Flower Garden—Perennials and Roses

EVERY home needs a flower garden! Hardy flowers bring cheer and fragrance to the garden, to the door step and to the home—yet with all their delicacy are easy to grow and most dependable in bloom.

Plant hardy perennials in front of shrubs, along the hedge or walk, in a vegetable garden, and in a garden by themselves. Coming back year after year with increasing profusion, they need no planting every spring.

These perennials are best adapted to transplanting and will give you flowers all summer long. Strong plants ready to bloom the first year. Use all you have room for—you cannot get too many.

To the lover of roses each spring is an opportunity to add more and newer varieties to his collection. Today no garden is complete without roses. You find a particular satisfaction in growing beautiful roses that you find in growing no other flower. We are offering the best in rose varieties.



Chrysanthemum

Hardy Perennials

Aquilegia—Columbine. May-July. One of the daintiest outdoor grown flowers. Does well anywhere, though preferring a moist, sunny spot. A most important part of every old-fashioned garden.

Campanula—Canterbury Bell. May-June. Another old favorite; covered with large bell-shaped flowers on long stems. Showy in mixed borders.

Chrysanthemum. Sept.-Nov. (See illustration.) Every one knows these brilliant, hardy flowers. They extend garden colors up to winter. Nothing better for cutting.

Coreopsis—Tick Seed. June-October. One of the best hardy plants; golden yellow flowers, daisy-like, but broader petals, with notched edges.

Delphinium—Perennial Larkspur. June to frost. (See illus.) Queen of the garden—beautiful shades of blue and lavender flowers borne on tall spikes add a distinction to the perennial bed that no other flowers give.

Digitalis—Foxglove. June-July. Old-fashioned; dignified and stately. Rich green masses of leaves always attractive and when in bloom this plant dominates the garden.

Gaillardia—Blanket Flower. June to frost. Vigorous grower in all soils. Quantities of fine blooms deep yellow shaded to rich brown and red at the centers. Good cut flower.

German Iris. Most beautifully colored garden favorite. Present day German Iris are not to be compared with the "Flags" we used to know. They are a permanent highly prized perennial you will need in your garden. Selected roots from finest color varieties.

Hollyhocks. June-July. One of the most stately, picturesque and beautiful plants in the world. There is always room for this old garden favorite. Pink and red, double and single blooms.

Lupines. July-August. There are but few good blue flowers—this is one. Beautiful, foot long spikes of pea shaped flowers on three foot stems. Plant in moist location.

Physalis—Chinese Lantern Plant. August to frost. Its bright orange-scarlet lantern like fruits make decorative, cheerful winter bouquets. Very attractive garden plant.

Pyrethrum—Painted Daisy. May-July. Ideal cut flowers; blooms uninjured by wind and sun. Perfectly hardy, grows everywhere. Mixed colors.

Shasta Daisy. June-August. Bright and sturdy, well known garden daisy. Large clear white petals, yellow centers.

Sweet William. April-May. An old-fashioned favorite; spice-scented; flowers like pinks but borne in clusters; fine for cutting. Colors variegated.

Hardy Perennial Phlox

July-September. These beautiful hardy border plants are among the most effective things in the garden in late summer and fall. These newer varieties, much improved both in color and size of bloom, offer a wide range of rich colors.

Bridesmaid. Excellent pure white; red eye.

Eclairer. Best real red phlox we have.

Ferdinand Cortez. Red, deep rose pink.

Mrs. Charles Dorr. Unusual lilac purple.

Rhinestrom. Large pink.

R. P. Struthers. Deep salmon; one of the best.

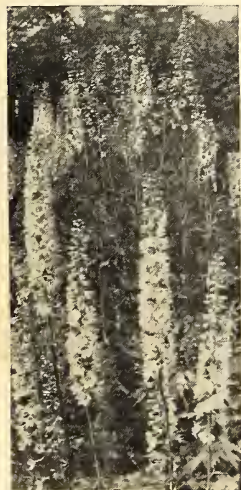
Special Postpaid Prices —All Above Perennials. Your selection of one or more varieties.

EACH	3	6	12	50
25c	70c	\$1.25	\$2.25	\$6.00

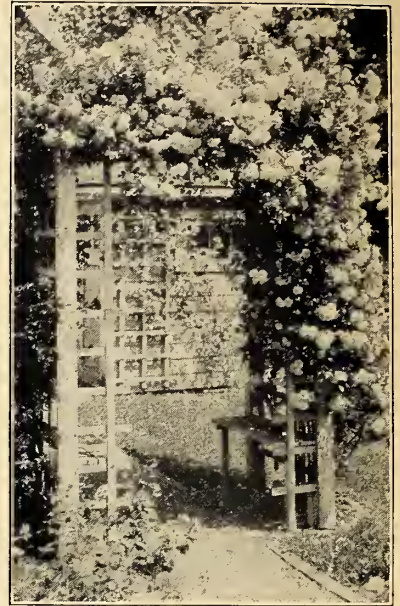
Climbing Roses

Crimson Rambler—Deep crimson. A beautiful climbing rose. Foliage rich, dark green; rapid grower. You all know this rambler and why not have plenty for your trellises, garden wall and home?

Dorothy Perkins—Shell Pink—Loveliest of Ramblers—This beautiful climbing Rose grows ten to fifteen feet in a single season, the vine being a hardy, vigorous grower. Dainty, pointed deep pink buds.



Delphinium



Dorothy Perkins (Shell Pink)

Gardenia—Yellow to cream. Many of our customers have asked for a really good yellow climbing rose. Here is one of the best. Bud comes as bright yellow, opening to cream—double bloom.

Paul's Scarlet Climber—

Vivid scarlet. Unusually large flowers for a climber. You're sure to be delighted with this wonderful climber. Brilliant, semi-double flowers in clusters of color. They hold their bright color for two to four weeks. Cut them liberally—the bush will not be injured.

Bush Roses

Frau Karl Druschki—Pure white. A great favorite. The ideal hardy, pure white rose, perfect in form. A strong, rugged grower doing well even under unfavorable conditions. A monthly blooming rose.

Gruss an Teplitz—Deep red. A hybrid tea rose of exquisite loveliness; richest scarlet, shading to velvety crimson; very fragrant; strong grower.

Hugonis—"Golden Rose of China." Genuine Chinese variety—not a wild rose. A large bush of beautiful, lacy soft green, fern-like foliage, covered in April or early May with a mass of single, clear golden-yellow flowers; borne on long arching sprays. Hardy everywhere.

Los Angeles—Flame pink. The most popular rose next to Radiance. Chosen one of the "Best Dozen" by rose experts. Extremely beautiful in both bud and flower. Delicately shaded flame pink, apricot and gold.

Mme. Butterfly—Pink. A newer rose of real merit. Exquisite delicate pink shading to soft gold at the base. Fine for cutting; a steady bloomer—good in the fall.

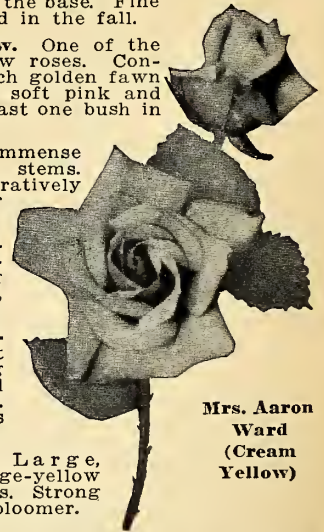
Mrs. Aaron Ward—Cream yellow. One of the finest and most beautiful of yellow roses. Continuously blooming. Buds are a rich golden fawn and on opening quickly change to soft pink and cream. We want you to have at least one bush in your garden.

Paul Neyron—True rose pink. Immense globe-like flowers on long, stout stems. Bush hardy, vigorous and comparatively free from thorns. Add it to your rose garden.

Red Radiance—Cerise red. Probably the best known and most popular of the lighter red shades. Big round blooms of cerise red. Hardy, vigorous.

Souv. de Claudius Pernet—Lemon yellow—Another new rose. Just what rose lovers have been looking for—a clear brilliant yellow—and what is more, one that does not fade. Exceptionally fine for cutting. Does best in hot, dry weather.

Willomere—New shrimp pink. Large, clear, light pink flowers, orange-yellow shaded at the center. Beautiful buds. Strong vigorous grower; regular summer bloomer.



Mrs. Aaron Ward (Cream Yellow)

ROSE PRICES

(All 2 Year No. 1 Field Grown)

CLIMBING ROSES

	Each	Per 3	Per 10
Crimson Rambler	\$.28	\$0.75	\$2.25
Dorothy Perkins	.28	.75	2.25
Gardenia	.45	1.25	3.75
Paul's Scarlet	.35	.95	3.00

BUSH ROSES

All Varieties	.40	1.10	3.35
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Invest in Good Evergreens—It Pays!



Colorado Blue Spruce

EVERGREENS, those silent sentinels of permanence, have a definite place around every well planned home. They virtually "make" the landscape. Our carefully selected Evergreens come in a wide range of shapes, colors, and sizes. They fit every landscape purpose and year after year testify to your own good judgment in planting them.

Your choice, in color, is from brilliant golden through yellow-green and delicate blue to deepest green. The right evergreen at doorways, about foundations, in groups or as single specimens adds immeasurably to the appearance of your grounds every day of the year—summer and winter.

Irish Juniper

This upright, decidedly column-like form is ideal for formal effects and just the thing to bring out

other plantings by contrast. Grows 6 to 8 feet in height and not over 1½ feet in diameter. Color is blue-green. Grows sturdily in poor soils and is fairly tolerant of shade.

Dwarf Mugho Pine

One of the Choicest New Evergreens

A true dwarf, never reaching over 4 to 6 feet in height but spreading 6 to 8 feet. May be trimmed to any height. Does not have one main trunk but many stems branching close to the ground. Heavy dark green needles; always attractive, especially in spring when new growth appears as numerous tiny silver candles.

Suited to Every Planting—Large or Small

For foundations, beds, hedges and single planting Mugho Pine is one of the best. You need not worry about its getting too big. Its dark color makes it stand out anywhere.

Hovey's Golden Globe Arbor Vitae

Unusually striking beautiful dwarf form—one of the best. Foliage is golden yellow, fine and soft in appearance. Particularly desirable for foundations and window-boxes. A true globe type and deservedly popular.

Genuine Colorado Blue Spruce

Nature's Most Beautiful Evergreen—Imagine a straight, perfectly shaped, gradually tapered tree with heavy foliage from ground to tip of brilliant, glistening steel-

blue—and you have a faint picture of this beautiful tree. Best used as a specimen set alone, or in a dark green background for contrast.

There never are enough true blue specimens. Always a highly prized tree, you should take this opportunity to secure one or more. Our supply is limited.

Norway Spruce

Most planted spruce because of its graceful form, deep green foliage, rapid growth and hardiness. Its even, regular growth makes it suitable for ornamental specimen or hedge use. Nothing better for screens and wind-breaks. One of the most beautiful large evergreens, with graceful, drooping branches. Grows vigorously in all locations.

Pfitzer's Juniper

Particularly adapted to landscape use in small or large grounds. This tree is today one of the most desired evergreens. Low and spreading growth, soft wavy branches, deep green in color with greyish cast. Just the right variation in doorway, foundation or bed plantings, contrasting with the upright growers. Don't fail to set two or more.

Pyramidal Arbor Vitae

Well known and always attractive. Dense, compact growth and narrow, pyramidal form, sometimes reaching 15 feet, but rarely more than 2 feet in diameter at the base. Deep, rich green foliage. Often used at corners, pillars and as a background for smaller evergreens. Easy to transplant and very hardy.



Irish Juniper



Dwarf Mugho Pine

EVERGREEN PRICES

Every Tree Balled and Burlapped for Safe Shipment and Sure to Grow

Express Shipment Only on Evergreens

	Each	3
Colorado Blue Spruce—1½ to 2 ft..	\$4.95	\$13.50
Golden Globe Arbor Vitae—12 to 15 in. (Dwarf)	1.75	4.80
Irish Juniper—1½ to 2 ft.	1.50	4.00
Mugho Pine—1 to 1½ ft. (Dwarf) ..	2.75	7.00
Norway Spruce—1½ to 2 ft.95	2.30
Pfitzer's Juniper—1 to 1½ ft.	2.50	7.00
Pyramidal Arbor Vitae—1½ to 2 ft..	1.75	4.80

Quality Tree Fruits with

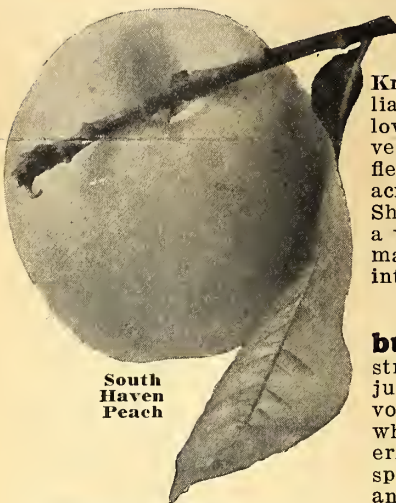
THERE'S a tremendous difference in fruit trees. You can avoid disappointments by buying Baldwin guaranteed true-to-name varieties. Then you cannot go wrong. These are high-quality, proven-value varieties best adapted to eastern, middle-western and northern soils and climates. Over 30,000 regular satisfied customers is the best evidence you can ask for when buying fruit trees. There is real pleasure and a big saving in having two or three trees of each kind of fruit right in your garden. As a commercial proposition, tree fruit is always in profitable demand. Our prices are less than half the usual prices asked by agents, because we sell direct from nursery to you. And what's more, we stand back of the trees after you get them.

A Word About Right Grading

Trees may be graded either by caliper or by height. Ours are carefully graded by both measurements—because we want you to have trees that are not “short” either in height or in sturdiness. This insures trees of good height yet not spindly, (as would be the case if graded for height only). Every tree we ship has a good sturdy trunk and root system capable of carrying it to full growth even through unfavorable conditions.

Apples

Baldwin—Winter. This widely known variety averages above medium size, rich dark red, juicy, fine flavor. Good for market and home use. One of the first two or three varieties in the great Michigan and New York apple sections.



South
Haven
Peach

Delicious—Winter. Known the World Over. Brilliant dark red, shading to yellow at blossom end. Large to very large; white, tender juicy flesh. Wonderfully rich sub-acid flavor—truly delicious. Ships without bruising; makes a wonderful appearance, commanding top prices. Comes into bearing early.

Duchess of Oldenburg—Summer. Yellow, streaked with red. White, juicy flesh and wonderful flavor make it famous everywhere. Trees are dwarf growers requiring small planting space. Fine for early market and home use.

Grimes Golden—Winter. Favorite mild eating apple. Excellent keeper. Uniform shape, typical dull gold color. Hardy, productive tree. Carefully selected and grafted trees insure entire satisfaction with this fine apple.

Jonathan—Late Fall. Sold in Every Store. Glossy red; fine grained, juicy flesh, excellent flavor. Medium to large size. Unusual keeping quality (to February) makes it a most profitable commercial apple. Quick to bear and easily grown in practically every fruit section. Jonathan is the first choice in many homes.

McIntosh—Winter. A Money-Maker Today. Juicy snow apple—white, crisp flesh; beautiful solid crimson color. Excellent quality—wine-like, true apple flavor. Good annual bearer. Rapidly increasing popularity among consumers everywhere makes good prices certain. One of the most profitable apples today.

For your information—we have carefully investigated the Cortland apple, so widely advertised. Several experiment stations have advised us that McIntosh is superior. Because of their advice we offer only McIntosh, and you can be assured it is unsurpassed in its class.

Northern Spy—Winter. The old, well-known favorite. Delicious spicy flavor; excellent for eating and cooking. Brilliant streaked red color. Always in demand at good prices. Long keeper.



McIntosh

Stayman's Winesap—Late Winter. Best Winesap. Extra large, bright red, crisp, juicy with a wonderful zestful flavor. Stayman easily leads all other Winesaps. Heavy bearers and big money makers everywhere.

Wealthy—Fall. Heavy yearly bearer. Hardy, long lived. Attractive brilliant red striped; superb quality, wine-like flavor. An all around apple for eating, cooking, cider and market.

Yellow Transparent—Early Fall. Has proven both popular and profitable. Fruit large, yellow with crisp sub-acid flavor. Heavy annual bearer; well known everywhere.

Hyslop Crab—Recognized as the best of all crab-apples. Its hardy, quick growing tree comes into bearing early. Strong, disease-resistant. Always a heavy annual bearer. Fruit beautiful deep red; firm, juicy, uniform—sells well. Excellent for home use.

Pears

Bartlett—Summer. Known for Quality. One of the best known and popular varieties for both commercial and home orchard planting. Golden color with red streak, mellow and indescribably delicious both fresh and canned. Produces enormous crops; bears early. If picked before ripe will keep until late.

Buerre Bosc—Fall. Big, deep yellow, long shaped pear. Unusually sweet and juicy. Sells well; profitable. Good keeper into December. Excellent home orchard variety, grows vigorously, yields heavily.

Clapp's Favorite—Summer. Ripens August 1st. A seedling of Bartlett but earlier ripening; somewhat larger; lemon yellow; of very good eating quality.

Duchess D'Angouleme—Late Fall. Fruit large, frequently a pound in weight. Most dependable crops. Dull greenish yellow with russet spots; flesh white, rich and good quality. Duchess is a profitable, all around market pear.

Kieffer—Fall. Best pear for large commercial planting, because of its sure crop, heavy yield and exceptional shipping qualities. Kieffer has proven unexcelled for commercial canning. A local cannery used over 200,000 bushels in one season.

Seckel—Early Fall. A medium sized pear that ripens late in September. Extremely fine quality and flavor. Always in market demand and equally valuable for home use.

Peaches

Early Crawford—Early September. Widely planted; large size, well colored; good flavor. Freestone, good canning and market variety.

Elberta—September first. Planted by Thousands. Large to extra large. Freestone. Golden yellow flesh, red at the pit, firm, juicy. Has no equal as a prolific bearer and shipper. Best known peach.



Such
Trees
Grow
and
Produce
Fruit

Baldwin's Quality Guarantee

Gold Drop—Late September. Excellent late, well known peach much in demand. Good annual crops of firm, juicy, yellow, medium sized fruits.

J. H. Hale—Late August. First in Size, Color and Quality. Yellow, thick skin, colors to a rosy tint. Deep yellow, fine grained, very firm flesh—delicious flavor. A beautiful peach, fresh or canned. In size, color and quality, no peach compares with J. H. Hale. Always brings \$1.00 to \$1.50 more per bushel.

Kalamazoo—Late August. Medium size, oval, yellow skin, yellow red flesh, freestone of excellent quality. A fine peach for dessert, pies and canning and for market.

Late Crawford—Mid-September. Popular running mate of Early Crawford. Excellent late peach; full of rich juice; of fine flavor and canning qualities. Ripens ten days after Elberta. Excellent shipper. Always profitable late peach.

New Prolific—Late August. A fine canning peach. Delicious mild flavor; clear yellow color; average size; freestone. Regular annual bearer.

Rochester—Early August. Unusually early freestone peach; wonderfully sweet, good color. Hardy and prolific.

South Haven—Early August. The Profitable Early Peach. Originated and developed in the famous Michigan Peach Belt, South Haven has proven one of the best varieties in every peach growing section. Experiment stations recommend it when an earlier peach than Elberta is desired. Also a more hardy variety than Elberta standing severe winters better. As fine a peach as the standard Elberta, big, firm, highly colored, but more dependable for big crops in cold sections—and Ripens 12 to 18 Days Earlier. An early peach is always profitable, but an excellent peach like South Haven is doubly so. Don't fail to plant now.

Wilma—Mid-September. Trees vigorous, productive, hardy in severest winters. Fine Elberta-like quality. Good size and excellent flavor. You should have some Wilma for good late peaches.



Bartlett Pear

Grow Montmorency for the canning factory market. There is never enough fruit for the demand. Prices are good and profits sure. Wise growers are planting heavily.

Bing—Sweet. Large, firm black cherry. Splendid shipper. Hardy tree; upright grower. Ripens middle of June.

Black Tartarian—Sweet. Extensively planted and prolific. Regular bearer of big, black, juicy, sweet fruit. Hardy, vigorous. Best and most profitable black sweet cherry—for market, cooking, canning.

Napoleon—Yellow—Sweet. Old time favorite, succeeds practically everywhere. Heavy bearer of large, light yellow, heart-shaped fruit.

Windsor—Sweet. Liver colored, large cherry, wonderful flavor. Originated at Windsor, Canada. Hardy prolific tree. Most valuable variety for market or family use.

Plums

Burbank—Delicious Table Plum. A strong, hardy Japanese variety. Practically curculio-proof and free from black knot. Deep red color, unusually delicious flavor. Keeps three weeks, after ripening. Trees bear three to four years after planting. Ripens August 15 to September 1.

German Prune—Best for Canning and Preserving. Medium sized, dark purple plum. Firm, sweet; the favorite everywhere for canning. Tree easy to grow and remarkably free from disease and very productive. Good keeper, excellent shipper. Ripens September.



Lombard Plum

Lombard—Leading Market Variety. Heavy regular bearer of medium sized red-purple fruit of excellent quality. A dependable plum everywhere and always commands good prices because it is widely and favorably known. Ripens August.

Monarch—Widely Grown and Profitable. This strong tree is a heavy bearer of finest plums. Very large, entirely freestone, dark purple blue color, splendid flavor and quality. Ripens in October. Brings fancy market prices. None better for home use—fresh, jelly or canned.

Cherries

Early Richmond

—Sour. One of the most popular sour cherries, unexcelled for cooking. Dark red, tart and juicy. Hardy trees uninjured by cold. Big crops.

Montmorency

—Sour. Ripens late in June and is best sour cherry for the market. Makes delicious pies; fine for canning. Fruit larger than Richmond; bright red, acid flavor.



Black Tartarian Sweet

FRUIT TREE PRICES

	Each Rate	10 Rate	50 Rate	100 Rate
Apples —All Varieties.				
4 to 5 ft. trees (2 yr.).....	\$0.23	\$2.15	\$10.25	\$19.50
5 to 6 ft. trees (2 yr.).....	.33	3.15	14.25	27.00
Pears —All Varieties.				
4 to 6 ft. trees (2 yr.).....	.45	4.25	20.00	38.50
Peaches —All (Except So. Haven)				
4 to 6 ft. trees (1 yr.).....	.27	2.60	12.00	23.00
South Haven, 4 to 6 ft. (1 yr.)	.37	3.60	17.90	33.00
Cherries —All Sour—				
4 to 6 ft. trees (1 yr.).....	.45	4.25	20.00	38.00
All Sweet—				
4 to 6 ft. trees (2 yr.).....	.50	4.75	21.50	40.00
Plums —All Varieties.				
4 to 6 ft. trees (2 yr.).....	.45	4.25	19.75	37.00

NOTE.—Less than 10 trees of one variety take the "each" rate. Also 10 trees made up of different varieties take the "each" rate; but 10 trees or more of one variety take the 10 rate, etc.

BALDWIN'S "ST"

Best Kinds for Your Ho

HERE'S a page of the finest strawberry plants you ever saw. Every variety is a proven winner—a sure profit maker for every grower. For over 40 years thousands of growers have depended upon us for good strawberry plants, and we have yet to disappoint them.

Don't experiment with untried sorts. We offer only 11 out of many hundreds and every one has proven profitable.

Again Strawberries Made Are You Going to Pl



Introducing—

"OREGON"

Pacific Coast Berry Is Winner on Michigan Markets

Last June careful buyers for Chain Store Groceries paid a premium for "Oregon" and refused other kinds offered. Here is a new berry that we recommend without hesitation as one of the very best medium late varieties.

A Berry for Every Purpose

Ripening 3 to 5 days after Gibson, every berry is of good size, unusually firm, good color and delicious flavor—an all around top class berry for every purpose.

Our stock comes direct from "Oregon"; we are introducing it only after getting satisfactory growth and crops for several seasons. Such a berry is badly needed in every strawberry patch—Oregon is the answer.

Price \$ 0.65 for 25
1.65 for 100
10.00 for 1000

BIG COOPER—Mid-Early Big Berry—Big Yield—Big Profit

Nine COOPERS make a layer in a full size quart box—27 fill the box! That gives you some idea of the size of this magnificent berry, and explains, too, why they sell for 10 to 12 cents more per quart than other fancy varieties. For profit on the roadside market there is no better seller than this mammoth berry. Sugar-sweet, delicious flavor.

Price \$1.15 per 100
\$6.65 per 1000



Ours Are Genuine Mastodon

PREMIER

First in Season—First in Profits

1. Earliest of all.
2. Long fruiting season.
3. Unusually large crops.
4. Size above the average.
5. Bright, glossy, solid color.
6. Uniform, attractive shape.
7. Brings more money on any market.

Last Year Only 1½ Acres Broke \$3,000.00

Too much cannot be said about the good qualities of Premier. Each year the sale of Premier plants increases by the hundreds of thousands. Everywhere it is proving one of the most profitable and most dependable berries ever grown, and is just as satisfactory for home gardens.

You cannot expect too much of Premier—it will not disappoint you. For the last three years there has never been enough plants—the drought last summer cut the supply shorter than ever—so order at once.

Price \$1.10 per 100
\$6.45 per 1000

DR. BURRILL—Mid-Early Easy to Grow—and Sell

A most remarkable berry—one of the best all-around Strawberries ever produced—really in a class by itself. Commercial growers always feel safe in planting it—and sure of its ready sale at good prices. Home growers have good success and find it so easy to raise.

As a dry-weather producer it can't be beaten, the long roots taking moisture from a greater soil depth and producing heavier crops than most varieties under similar conditions.

Price \$0.80 per 100
\$4.50 per 1000

Everbearing Mastodon ! ! !

When we say that MASTODON does produce 3 full crops in 18 months; is largest berry grown; bears 90 days after planting; brings more per box; is a delicious home use berry—you probably won't believe it unless you have grown them. We don't blame you.

Plant Mastodon—Prove For Yourself

that it will do all we and many others claim for it. We would not be widely advertising and recommending it for general planting everywhere, if we did not believe in MASTODON. We know that this is by far the best everbearer grown—with a mighty good spring bearing berry thrown in for good measure—and brings big profits to those who grow it.

There will not be nearly enough MASTODON to meet the demand.

ORDER YOURS TODAY!

Price \$2.25 per 100
\$14.95 per 1000

STRAWBERRY PATCH

Home or Your Market

Drought Last Summer Makes Plant Supply Short

Dry weather here and everywhere means a short crop of strawberry, raspberry, blackberry and grape plants. Many bearing fields were killed and this means better prices on future crops. This spring is the time to plant and *Now is the time to order.*

Make Big Net Profits—Plant This Spring?

SENATOR DUNLAP—Mid-Early

A "Best Seller"—For 25 Years

Perhaps no other Strawberry is so well and favorably known throughout the country. It has the reputation of producing full crops in a wider range of soil and climate than any other variety. No wonder growers in nearly every state in the Union order more of this old reliable berry every year. Today Senator Dunlap is one of the three or four strawberries that buyers know and ask for throughout the country.

Big, uniform berries of dark red color. Splendid shipper and ready seller because of its attractive appearance.

Local canning factories want nothing but Senator Dunlap and contract for thousands of cases yearly. They know it always holds its shape and rich color long after canning—and that the flavor lasts.

Here's a berry that will bring you big profits on your investment—take our word for it.

Price \$0.80 per 100
\$4.25 per 1000

HARVEST KING—Adds Dollars to Your Strawberry Profits

(Medium early.) Thorough, careful tests have proved Harvest King one of the outstanding strawberry values today. Ripening just after the early Premier, it is a far better berry than most other medium early sorts.

\$10.00 Now Buys 1,000 Genuine Plants—They're Worth It

An unusually heavy plant maker, it produces enormous crops of finest quality, deep red delicious berries—the kind that brings a premium on the market. For home canning you cannot beat its wonderful flavor and lasting color. A plant of remarkable vitality, resisting spring frosts, Harvest King comes through the most unfavorable conditions with a paying crop. It is a perfect flowering variety and produces a full crop when planted alone.

Do not fail to plant plenty of Harvest King this spring. It follows Premier with first quality fruit well into the season. You need it.

PRICE \$0.65 per 25
\$1.65 per 100
\$10.00 per 1000

GIBSON—Mid-Late

A Leader in Michigan's Great Fruit Belt

That fact alone speaks volumes for its all around excellence. There is no question about its being one of the most profitable strawberries grown. A strong pollinizer and vigorous plant maker; thrives in all soils and climates. 2 to 4 large fruit stems on every plant loaded with great, handsome, glossy red berries.

Gibson possesses an exceptionally fine flavor. The ideal berry for table, market or canning. Its good appearance always sells it.

Price \$0.80 per 100
\$4.50 per 1000



Premier

Last Spring two fruit growers bought 225,000 plants.

Premier means more profit per plant.

PEARL—Late June Berry

PEARL is a berry needed by strawberry growers—it insures a big, annual crop of fine berries at the end of the season.

Blooms freely and opens its buds late enough in the spring generally to avoid late frosts. That's why its crops are so heavy and can be counted on so surely. Berries are very large, of dark red color. A fine shipper.

In the North it does not come into its prime until late in June, when other varieties are off the market—always bringing top prices.

Price \$1.20 per 100
\$6.85 per 1000



Harvest King

AROMA—Late

Fancy Market Berry. If you want an exceptionally fine, firm, late berry that stands up under long shipments, by all means plant Aroma. It is the standard late variety that brings big profits to growers everywhere.

A steady producer of big, round, deep red glossy berries of excellent eating quality. Tough skin and firm flesh make a splendid shipper.

AROMA is unusually mild and sweet. A fancy berry in the truest sense of the word, which greatly adds to its marketability at top prices. Steadily growing in favor for the last 14 years; has proved its worth under all conditions. Our guarantee is behind this variety in every respect.

Price \$0.90 per 100
\$5.50 per 1000

LATEBERRY—Best Very Late—(See Cover).

PLANT—Premier, Early; Oregon, Medium; and Lateberry—FOR A PAYING COMBINATION!

Raspberries Pay Real Profits

Only Certified Disease-Free Plants Are Profitable—We Have This Kind!

Michigan is recognized throughout the country as having the most healthy, most vigorous raspberry plants grown. Every Baldwin plant is inspected twice by Michigan inspectors. (See certificate of inspection.)

Proper Production—Double Inspection

—This means success or failure to the fruit grower because a plant "sick" with disease or poorly grown will never bear a full crop. Our propagating methods, improved and tested through long years of experience, make it certain you will get your full money's worth in Baldwin raspberry plants.

Red Raspberries Continue Fruit Profits

—The right varieties continue paying crops after strawberries are gone. They keep the money rolling in. These varieties are the best, and our plants are right—Plant this spring assured of successful crops.

Black Raspberries Are Especially Favored as a table and canning berry everywhere and for these reasons canneries are using more every year and paying good prices. You will be getting in line for good profits by planting our Michigan grown, high producing plants this spring.

Transplants for the Home Garden

—Bearing size 2 year bushes of all kinds are in increasing demand. Planted in the home fruit garden, they are especially satisfactory because of sure growth and early full bearing. Such plants more than return the difference in cost over 1 year plants. For quick crops and quick returns (some fruit this first summer), include some transplants in your order. Supply of each variety limited; will be sold out early. Don't wait too long.

Have the Convenience of Raspberries in Your Garden

RED RASPBERRIES

King Red—Earlier Crops and Greater Profits

King Red is not only an early bearer but its plants are hardy, healthy and wonderfully productive. They withstand extreme cold and are highly resistant to disease.

Easy to pick. Ripens about a week or ten days ahead of other varieties and for this reason is highly profitable. It is a good shipper and can be marketed when prices are highest.

Price, \$2.25 per 100; \$15.25 per 1000

Bearing Age King Transplants—\$1.85 for 25;
\$5.85 for 100

Cuthbert—Profits Proven By Years of Success

This variety is grown in larger quantities than perhaps any other red raspberry. Bushes are hardy, vigorous and productive. Season is late. Cuthbert always brings top prices and is the standard of good quality on every market.

For canning, Cuthbert is hard to beat—Latham is its only rival. Holds its color and shape. The flavor is delicious.

In fact, Cuthbert is the only variety used by many of the largest commercial canners. It is equally satisfactory for home use.

Price \$2.25 per 100; \$15.25 per 1,000

Bearing Age Cuthbert Transplants—
\$1.60 for 25; \$4.75 for 100

Latham

Far Better Than Any Other Late Variety

The best late red raspberry. When we say "best" we mean just that. In 6 years LATHAM has become recognized by fruit growers as the most profitable late berry ever grown, and by fruit users as having the richest color and most delicious flavor imaginable. Hardy and very productive—far outyielding all others. Regularly brings more money on any market. We wish we could convince you what a truly fine berry LATHAM is in every way. The supply of plants is not large and we sincerely hope you will order now so we can reserve what you want.

For Canning—Jams and Jellies—Unusually rich color that does not fade, and what a wonderfully delicious, true, fresh raspberry flavor!

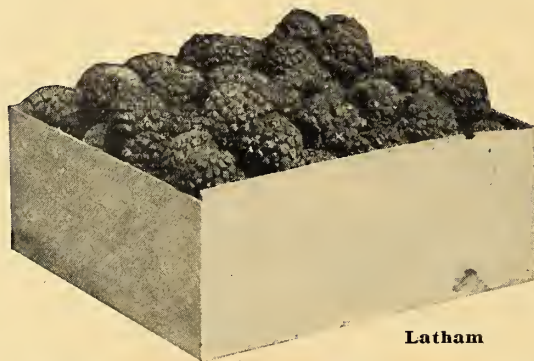
GOVERNMENT EXPERIMENT STATIONS report from leading fruit states that Latham is by far the best quality berry yet tested and is highly recommended for planting.

Baldwin's Guaranteed, Disease-free, Genuine LATHAM—"The Kind It Pays to Plant."

Price \$3.65 per 100; \$25.45 per 1,000

Two-year plants, large and well branched, that will give you some fruit this summer. Excellent for garden planting. Sure to grow—quick crops. Have only a few in stock, so don't delay.

Bearing Age Latham Transplants—
\$1.85 for 25; \$5.50 for 100



A Record of Production—10,860 Pints of Berries
Per Acre at Connecticut Experimental Station

When They Come from Baldwin's

St. Regis—Everbearing Red Raspberry

Like the Everbearing Strawberry, the Everbearing Raspberry has passed the experimental stage and has come to stay.

Of all everbearing varieties ST. REGIS is by far the best. Bushes are good size, upright, vigorous and remarkably free from disease. ST. REGIS produces a full spring crop.

Bears Thru Summer and Into Fall

Just think of having delicious, ripe, red raspberries to market in September, long after other berries are gone! Is it any wonder that they bring from \$7.00 to \$8.00 for a 24-pint crate? That's what growers of ST. REGIS usually get! Desirable, too, for home gardens to extend the Raspberry season for table and home canning.

Price \$2.35 per 100; \$15.75 per 1,000

Bearing Age St. Regis Transplants—\$1.85 for 25; \$5.75 for 100

Victory—A Delicious Red Raspberry

One of the leaders in productiveness and size of fruit—a record of 19 pints on one bush in one season. And again, bush for bush, acre for acre, it has produced nearly TWICE AS MUCH FRUIT as Cuthbert. In fact, it is a Cuthbert seedling, closely resembling that fine variety.

It is easy to see why Victory is such a big money maker everywhere and has been satisfactorily fruited for 16 years.

No practical berry grower can afford to overlook the importance of planting VICTORY, for it is positively one of the most successfully grown and marketed of all Red Raspberries.

Price \$2.45 per 100; \$16.25 per 1,000

Bearing Age Victory Transplants—\$2.35 for 25; \$6.50 for 100

BLACK RASPBERRIES

Cumberland—Be Safe—Buy Baldwin's for Sure Crops

Standard Black Raspberry Everywhere—Makes Money Always

\$200 clear money per acre above all expense is what a local grower made on his 8 acre field of CUMBERLAND. You can do the same with Baldwin Quality Plants.

Plants vigorous and very productive; thrive everywhere. Berries large, firm, jet black with a delicious flavor. Wonderful long distance shippers—attractive appearance—always command good prices. We guarantee it to please you and make you big money.

Michigan grown, double-inspected Raspberry Plants are recognized throughout the country as the best. Our soil is especially adapted to produce sturdy, well rooted plants.

Price \$2.00 per 100; \$14.50 per 1,000

Cumberland Bearing Age Transplants

Don't fail to plant some of these big bearing bushes now and have fruit this summer. 2 or 3 dozen in the garden will produce all you need for the table. Our plants are unusually fine this year. Order today.

\$2.00 for 25; \$5.50 for 100



Cumberland
Recognized
As the Best

Plum Farmer Earlier Berries for Your Table

An extra early variety that has become one of the leading and most profitable Black Raspberries. We guarantee PLUM FARMER to bring you a paying crop of extrafine fruit. Plants are very healthy, unusually free from disease, strong growing, producing lots of bearing wood and insuring a heavy crop. The berry is grayish black, very firm, attractive and a good shipper. A favorite market variety with many, as practically the entire crop can be harvested in three pickings. PLUM FARMER is extra early and always brings top prices.

Price \$2.00 per 100; \$14.50 per 1,000

Bearing Age Plum Farmer Transplants—\$2.00 for 25;
\$5.50 for 100



Such
Roots
Mean
Sure
Growth
and
Full
Crops

Kansas A Good Variety

Preferred by Many. Now a general favorite Black Raspberry all over the country. Ripens early, jet black, firm, of the best quality; a strong grower, stands drought and cold. Very productive. A money maker.

Price \$2.00 per 100; \$14.50 per 1,000

Bearing Age Kansas Transplants—\$2.00 for 25;
\$5.50 for 100

Honeysweet Best for Home Use

Introduced as an extra large, fancy berry of superior quality, it has proven its claims. HONEYSWEET is a distinct variety in every respect—in vigorous growth of plants—the large jet black berries without a trace of bloom—in the larger crops produced—and in its delicious, sugar sweet flavor.

Worth the Cost in Any Garden

If you are looking for an especially high-class variety, that will produce large, fancy berries, buy HONEYSWEET. It is true that the planting cost is a little greater than the other varieties, but we know you will feel well repaid with HONEYSWEET.

Price \$3.25 per 100; \$19.75 per 1,000

**Low Dollar-Saving Prices
See Complete List
for All Quantities**

Blackberries and Dewberries

Bring Big Quick Profits—Make Delicious Pies

DID you ever see finer looking berries than those shown here? Blackberries are more popular than ever, but you must grow the right varieties and get the best quality of plants to secure the maximum profits. These varieties, we know, will produce the crops you expect and like our raspberry plants these bushes are Michigan double-inspected, A-1 stock. You can expect the best results with such a start.

Eldorado Blackberry

Made Famous by Success

Every good quality possessed by other blackberries is emphasized in ELDORADO. Its exclusive advantages are: absolute freedom from Orange Rust; a very heavy bearer with great, jet black juicy berries.

Plants are so strong and vigorous they survive severest Northern Winters without mulching. A splendid shipper because the berries are so firm. Plant Eldorado generously—at least 50 for home gardens or several acres for commercial purposes. They are making big money for other growers and will do the same for you.

Price \$ 2.00 per 100
\$14.50 per 1000



Genuine New Alfred
Early Sweet Blackberry

Root Cuttings for Big Quick Crops

For best results, plant ELDORADO ROOT CUTTINGS. The cuttings are better rooted and thrive better even under unfavorable conditions. They are well worth the small additional cost. Ours are from thrifty plants in full bearing and especially adapted to home gardens, where strong growing plants and quick yields are wanted.

Send your order at once as our supply is limited.

Root Cutting Prices

Price \$ 3.25 per 100
\$19.75 per 1000

Early Alfred Blackberry

Big—Juicy—Delicious

Recently introduced, it has proven a big success among horticulturists and practical berry growers. It made good from the very start until now the demand is ahead of the supply. And no wonder. Think of a bush full of tremendously big blackberries from 1½ to 1¾ in. long, practically free from seeds, coreless and with a thick pulp fairly bursting with sweet, delicious juice! That's ALFRED!

Enormous Crops Every Year

The plant is such a vigorous, healthy grower that it produces a good crop the first year after planting. Withstands extreme cold that kills less hardy varieties.

Alfred will please you—whether raised for pleasure or profit. It is another of our splendid varieties—selected for its worth. Alfred plants are still scarce, but we are making a price within the reach of all, because everyone should have this wonderfully fine berry.

Order now—don't be disappointed. Sure-to-grow Root-Cutting Plants only.

Price \$ 4.50 per 100
\$34.50 per 1000



Eldorado
Blackberry
Always
Profitable

Mersereau—A Favorite Blackberry

Here are a few reasons why Mersereau is being planted in increasing quantities in all fruit sections:

1. Ripens about a week before Eldorado.
2. Splendid in flavor, large, sweet, juicy.
3. Brings better prices because of size, color and flavor.

Bushes are hardy, quick to grow under all conditions, and will produce full crops early. You will not be disappointed in Mersereau.

Price \$ 3.25 per 100
\$19.75 per 1000

Lucretia Dewberry

America's Leading Variety

Recognized by fruit growers everywhere as the leading Dewberry. Incomparably better in every way than any blackberry you have ever seen or tasted. For real profit be sure to plant LUCRETIA in field or garden.

An Early Bearer

Ripens a week to ten days before the earliest ordinary blackberries. This, and the fact that they are unquestionably the finest looking berry of their kind and of such big, uniform size, makes them top-notchers on price in any market.

Price \$ 1.90 per 100
\$14.25 per 1000



Lucretia
Large Heavy-Bearing
Dewberry

Have Your Own Grapes—No Trouble

**And—Oh! What Delicious Juices and Jams
They Make!**

GRAPE growing is not only a pleasant and profitable business but dependable and permanent as well. Michigan vines rank among the finest grown and because of our specially adapted soil and location, you can depend upon these.

Grapes grow and produce big crops on any soil, year after year. They are a permanent investment. Growers regularly make \$500 and more net profit, per acre, and you can do the same.

Concord

Guarantees Grapes for a Lifetime

The old reliable Concord—the standard by which all other black grapes are judged—a lifetime money maker! No vineyard or arbor is complete without Concord.

Note These Facts—

Concord produces big crops on any soil every year. After the first expense the cost of upkeep is but little. It is a profitable, permanent investment.

Our scientific methods are recognized by horticulturists as producing vines especially adapted to the central west.

Our Concord vines are well rooted, and guaranteed to reach you in perfect growing condition. Best for market, eating and all home uses.

Price—See complete list, page 15

Niagara White Grape

**White, Mild,
Sweet, Juicy**



CONCORD
"Standard of Quality"

This best known and most popular of all white grapes ranks with Concord in prolific bearing, size and quality. An unusually mild delicious flavor makes Niagara one of the finest table grapes.

Medium compact, large bunches; berries mostly round, of greenish-white color, very juicy and of excellent flavor. Skin is thin but tough and does not crack, making it a fine long-distance shipper.

Price—See complete list, page 15

Campbell's Early Finest Quality Black Table Grape

Unusually large berries make up firm, compact bunches that simply look "quality," and the taste proves it. They ripen two weeks before Concord. For a dozen vines in the fruit garden plant CAMPBELL'S EARLY and know a real eating grape.

Price \$4.25 for 100 No. 1 Vines

Moore's Early Early Black Grape for Profit

A heavy producing early variety. Profitable for commercial growing because it gets the early season high prices. Similar to Concord in appearance and quality, ripening about two weeks earlier. It has a peculiarly sweet flavor that makes it a good table grape along with Campbell's Early.

Price \$5.00 for 100 No. 1 Vines

Worden Black

Big compact bunches of extra large, thin skinned berries, quality equal to Concord but, because of thin skin, not so good a shipper. Ripens five to ten days earlier than Concord. Worden is preferred by many because it is hardy, bears heavily and ripens before the main crop.

Price—See complete list, page 15



A Baldwin Concord Vine in Full Bearing

New Caco Red Read Why It Is Better

As we do with every fruit, we have waited to offer Caco until certain that it was A-1 in every respect. We give it our unqualified approval. Hardy, quick bearing, produces every year, fruit beautiful, unusually large in size, and best of all has a flavor of such sweetness that it is a superior table grape.

Very Early—Heavy Bearer Superior Quality

Bunch is firm and compact—berries large, clear amber in color. Caco is a most beautiful hardy grape. Always in demand at grape markets with extra prices. Widely endorsed by experiment stations.

Vines just as easy to grow as any other. There is always room for a few vines somewhere. You don't want to be without Caco.

Our supply of this new grape is limited—order yours at once.

Price \$2.75 for 12 No. 1 Vines

Delaware Red Flavor Unsurpassed

Long called the standard of excellence of all grapes as a table delicacy. Bunch small, compact, sometimes shouldered; berries small with skin thin and of unusually sweet flavor. Ripens with Concord. Very hardy.

It is impossible to tell you how really delicious these little red grapes are. Don't fail to plant a few vines this spring. Just a little space over the back porch or on a trellis along the garden wall is enough for 5 or 6 vines.

Price \$1.50 for 12 No. 1 Vines

Agawam—Red Grapes

Probably the best big, red grape. Large bunches of big berries, of excellent flavor. Delicious for home and table. Very productive; good shipper; rapidly growing in commercial demand and very profitable.

Price, \$1.15 for 12 No. 1 Vines

A REMINDER:

1. Last Summer Was a Poor Growing Season
2. Nursery Stock Is Scarce Now
3. ORDER TODAY—to reserve yours



Silver Maple

Cool Inviting Shade Trees in Your Lawn

Year after year shade trees bring increasing beauty and comfort. Trees frame the landscape and form the background for all other planting. Our trees are offered in the sizes of each variety best adapted for transplanting. Shade trees promote real estate values.

Silver Maple—Most desirable because of its quick growth, good foliage and graceful spreading shape. Transplants readily; grows in any good location. Leaves light green, silver underneath—open in early spring and hold late in the fall.

Norway Maple—Sometimes called European Hard Maple. Similar to our Hard Maple but has larger, darker foliage and a rounder, more spreading growth. Recommended as one of the best shade trees for lawn, park or roadside. Of slower growth than Silver Maple, but of sturdier, heavier form—a distinctive, stately tree.

Schwedler's Red Maple—The Purple Norway Maple. Resembles Norway Maple closely except that the young leaves are bright purple and red, changing to bronze and then to deep green; changing again in Autumn to brilliant reds and browns. Grows 30 to 50 feet. Thoroughly usable, satisfactory tree—not a novelty.

Cut-Leaved Weeping Birch—A distinctive ornamental tree with its white bark, deep cut delicate leaves and graceful, drooping habit. Attractive when planted alone or among others where it stands out strikingly.

Weeping Willow—Spreading, graceful tree with long drooping branches. Long, slender gray-green leaves—an imposing tree on any lawn. Grows rapidly on transplanting in wet or dry soils.

Lombardy Poplar—Rapid growing, spirelike tree reaching a great height. Unsurpassed for screens, narrow lots or background plantings. Plant for quick showing.

American Elm—One of our grandest native trees—"The Graceful Elm." A strong, vigorous grower; great size and unusually long lived. A tree too well known throughout the country to need further description.

Mountain Ash—Especially desirable for its cheerful yellow and scarlet berries carried from late summer through the winter. Strong grower in wet or dry locations. Small leaves lend appearance of softness to this gracefully branching tree.

SHADE TREE PRICES

	Each	3
American Elm, 7-9 ft. (Large).....	\$1.00	\$2.75
Cut-Leaved Weeping Birch, 5-6 ft.....	2.00	5.40
Lombardy Poplar, 6-7 ft.....	.50	1.40
Mountain Ash, 5-6 ft.....	1.45	3.75
Norway Maple, 5-8 ft.....	2.00	5.40
Schwedler's Maple, 5-6 ft.....	2.35	6.50
Silver Maple, 7-9 ft. (Large).....	.85	1.95
Weeping Willow, 5-6 ft.....	.70	1.90
Carefully Baled—Express Shipment Only.		

BALDWIN'S BARGAIN COLLECTIONS

Save Your Time and Money—Regular First Grade Stock Specially Priced

No. 1

Home Strawberry Garden

25 Premier (Extra Early).....	\$0.40
25 Dr. Burrill (Mid-Early).....	.25
25 Harvest King (Mid-Early).....	.65
25 New "Lateberry" (Extra Late).....	.55
25 Mastodon (Everbearing).....	.75
SPECIAL PRICE	\$1.95
Two for \$3.50	\$2.60

No. 2

Early, Late and Fall Stb'y

100 Premier (Extra Early).....	\$1.10
100 Lateberry (Extra Late).....	1.50
50 Mastodon (Everbearing).....	1.40
SPECIAL PRICE	\$3.20
Two for \$5.95	\$4.00

No. 3

Raspberry-Blackberry Garden

25 King Red (Early).....	\$0.75
25 Latham Red (Late).....	1.15
25 Cumberland Black.....	.75
25 New Alfred Blackberry.....	1.50
SPECIAL PRICE	\$3.25
Two for \$5.90	\$4.15

No. 4

Red Raspberry Collection

12 King (Early).....	\$0.45
12 Latham (Late).....	.60
12 St. Regis (Everbearing).....	.45
SPECIAL PRICE	\$1.15
Two for \$1.95	\$1.50

No. 5

Black Raspberry Collection

25 Plum Farmer (Earliest).....	\$0.75
25 Cumberland (Late).....	.75
25 Honeysweet (For Eating).....	1.10
SPECIAL PRICE	\$2.10
Two for \$3.80	\$2.65

No. 6

Home-Use Grape Planting

12 Concord (Black).....	\$0.50
5 Worden (Black).....	.35
3 Niagara (White).....	.27
2 Delaware (Red).....	.30
SPECIAL PRICE	\$1.15
Two for \$1.95	\$1.42

No. 7

5 Selected Apples

1 Yellow Transparent (Summer).....	\$0.23
1 Wealthy (Fall).....	.23
1 Delicious (Winter).....	.23
1 Jonathan (Winter).....	.23
1 McIntosh (Winter).....	.23
SPECIAL PRICE	\$1.00
Two for \$1.90	\$1.15

No. 8

5 Selected Peaches

1 South Haven (Early).....	\$0.37
1 Rochester (Early).....	.27
1 Elberta (Medium).....	.27
1 J. H. Hale (Medium).....	.27
1 Gold Drop (Late).....	.27
SPECIAL PRICE	\$1.20
Two for \$2.15	\$1.45

No. 9

4 Selected Pears

1 Bartlett.....	\$0.45
1 Bose.....	.45
1 Duchess.....	.45
1 Seckel.....	.45
SPECIAL PRICE	\$1.45
Two for \$2.60	\$1.80

No. 10

5 Selected Cherries

1 Early Richmond (Sour).....	\$0.45
2 Montmorency (Sour).....	.90
1 Black Tartarian (Sweet).....	.50
1 Windsor (Sweet).....	.50
SPECIAL PRICE	\$1.95
Two for \$3.65	\$2.35

No. 11

4 Selected Plums

1 Burbank.....	\$0.45
1 Lombard.....	.45
1 Monarch.....	.45
1 German Prune.....	.45
SPECIAL PRICE	\$1.45
Two for \$2.60	\$1.80

No. 12

Complete Home Orchard—You Select It!

3 Apple Trees, 5-6 ft.	
3 Peach Trees	
2 Cherry Trees (Sweet or Sour)	
2 Pear Trees	
2 Plum Trees	
12 Trees. Catalog Price.....	\$4.70
SPECIAL PRICE	\$3.80
Two for \$6.95	

No. 13

Shrub Foundation Planting

8 Japanese Barberry.....	\$1.05
6 Spirea Van Houtte.....	.70
4 Mock Orange (Cor.).....	.48
2 Hydrangea P. G.....	.50
2 Weigela Rosea.....	.36
(All Large 1½-2 ft. Shrubs)	
SPECIAL PRICE	\$2.35
Two for \$4.15	\$3.09

No. 14

Shrub Border for Rock Gardens

6 Spirea V. H.....	\$0.70
3 Dogwood.....	.75
4 Forsythia.....	.48
4 White Snowberry.....	.50
2 Tamarix.....	.50
6 Japanese Barberry.....	.80
SPECIAL PRICE	\$3.25
Two for \$5.75	\$4.03

No. 15

Evergreen Doorstep Group

2 Pyramidal Arbor Vitae, 1½-2 ft.....	\$3.50
2 Pfitzer's Juniper, 1½-2 ft.....	5.00
2 Mugho Pine, 1-1½ ft.....	5.50
(All No. 1 Baled and Burlapped)	
SPECIAL PRICE	\$9.45
Two for \$17.85	\$14.00

See Back of Order Blank for More Special Offers

Your Glad Garden— The Rainbow Collection

Different varieties, different colors—our own selection that blends beautifully; flowers all Summer.

Remember, these are not the small bulbs usually sold at a low price, but every one is large in size and ready to bloom the first summer. Order as many as your garden will permit. Order early.

45 Big Gladiolus Bulbs Only \$1⁰⁰

Healthful Asparagus

One of the most delicious and healthful garden vegetables. Easy to grow with practically no care. Just plant it, hoe it and eat it. A bed (at least 100 plants) will last many years and will provide plenty for family use and a surplus to sell to local markets or neighbors. There is just one thing—be sure you get a productive kind.



Martha Washington

Developed by U. S. Dept. of Agriculture. A heavy yielding, pedigreed strain immune to rust; grows rapidly and produces long tender shoots of unexcelled table quality.

NOTE: Two year roots are larger, reach full production a whole year sooner, and cost only a little more.

Price (for all quantities see general list.)

Martha Washington
Rust Proof

Rhubarb For Pies and Sauce

Tenderest,
Sweetest Variety
**Myatt's
Victoria**

No home garden is complete without it. Transplants easily; requires little attention; produces abundantly. In spring healthful Rhubarb sauce and pies are most welcome. Be sure to include this Special Offer in your order.

Regular price, each... **7c**

**5
Fine Plants
Only
25c**

(When Included with any other order)



Myatt's Victoria
The Pink Stalk

BALDWIN'S 1931 THRIFT PRICES MEAN YOUR PROSPERITY

NOTE: All or part cash must be enclosed with every order. Fill out your order carefully. We will acknowledge it promptly.

PRICES NOT PREPAID—All F. O. B. Bridgman. 500 or more of a variety at 1000 rates; less quantities at each variety at prices listed below.

Prices on Climbing Vines, Perennials, Roses, Evergreens, Fruit Trees, Shade Trees—see descriptions.

STRAWBERRIES

	Per 12	Per 25	Per 50	Per 75	Per 100	Per 200	Per 300	Per 400	Per 1000
Premier..... Extra Early		\$0.40	\$0.70	\$0.90	\$1.10	\$1.85	\$2.50	\$3.00	\$6.45
Cooper..... Medium Early		.40	.70	.95	1.15	1.90	2.60	3.10	6.65
Dr. Burrill..... Medium Early		.25	.45	.65	.80	1.30	1.75	2.20	4.50
Senator Dunlap..... Medium Early		.25	.45	.65	.80	1.30	1.75	2.20	4.50
Gibson..... Medium Late		.25	.45	.65	.80	1.30	1.75	2.20	4.50
Harvest King..... Medium Late		.65	1.00	1.35	1.65	2.45	3.25	4.00	10.00
Oregon..... Medium Late		.65	1.00	1.35	1.65	2.45	3.25	4.00	10.00
Arroma..... Very Late		.30	.70	.90	1.45	1.95	2.40	5.50	
"Baldwin's Lateberry..... Very Late		.55	.90	1.20	1.50	2.25	2.95	3.60	8.50
Pearl..... Very Late		.40	.70	.95	1.20	1.95	2.65	3.20	6.85
Mastodon Everbearing.....		.75	1.40	1.80	2.25	3.70	5.00	6.25	14.95
SURPLUS STRAWBERRIES (Our Selection Standard kinds—500 or more)									3.60

RED RASPBERRIES

Cuthbert, 1-yr., No. 1.....	\$0.45	.75	1.40	1.90	2.25	3.70	5.15	6.50	15.25
Cuthbert Transplants, 2-yr., No. 1.....	.85	1.60	2.70	3.75	4.75	7.95	10.90	13.50	32.85
King, 1-yr., No. 1.....	.45	.75	1.40	1.90	2.25	3.70	5.15	6.50	15.25
King Transplants, 2-yr., No. 1.....	.95	1.85	3.25	4.65	5.85				
Latham, 1-yr., No. 1.....	.60	1.15	2.00	2.75	3.65	6.25	8.75	10.85	25.45
Latham Transplants, 2-yr., No. 1.....	.95	1.85	3.15	4.50	5.50	10.50	14.65	17.60	41.95
St. Regis, 1-yr., No. 1.....	.45	.75	1.45	1.95	2.35	3.80	5.25	6.65	15.75
St. Regis Transplants, 2-yr., No. 1.....	.95	1.85	3.20	4.60	5.75				
Victory, 1-yr., No. 1.....	.50	.80	1.50	2.00	2.45	3.95	5.45	6.90	16.25
Victory Transplants, 2-yr., No. 1.....	1.25	2.35	4.00	5.50	6.50				

BLACK RASPBERRIES

Cumberland Tips, 1-yr., No. 1.....	.40	.75	1.30	1.70	2.00	3.50	4.90	6.10	14.50
Cumberland Transplants, 2-yr., No. 1.....	1.20	2.00	3.15	4.40	5.50	9.45	13.50	17.65	37.50
Honeysweet Tips, 1-yr., No. 1.....	.65	1.10	1.95	2.65	3.25	5.25	7.25	8.80	19.75
Kansas Tips, 1-yr., No. 1.....	.40	.75	1.30	1.70	2.00	3.50	4.90	6.10	14.50
Kansas Transplants, 2-yr., No. 1.....	1.20	2.00	3.15	4.40	5.50				
Plum Farmer Tips, 1-yr., No. 1.....	.40	.75	1.30	1.70	2.00	3.50	4.90	6.10	14.50
Plum Farmer Transplants, 2-yr., No. 1.....	1.20	2.00	3.15	4.40	5.50				

BLACKBERRIES and DEWBERRIES

Alfred R. C., 1-yr., No. 1.....	.90	1.50	2.70	3.70	4.50	8.40	11.75	14.85	34.50
Eldorado, 1-yr., No. 1.....	.40	.75	1.30	1.70	2.00	3.50	4.90	6.10	14.50
Eldorado R. C., 1-yr., No. 1.....	.65	1.10	1.95	2.65	3.25	5.25	7.25	8.80	19.75
Messereau, 1-yr., No. 1.....	.65	1.10	1.95	2.65	3.25	5.25	7.25	8.80	19.75
Lucretia Dewberry Tips, 1-yr., No. 1.....	.40	.75	1.30	1.65	1.90	3.45	4.85	6.05	14.25

ASPARAGUS

Martha Washington, 1-yr., No. 1.....	.25	.40	.70	.90	1.20	2.00	2.75	3.40	7.45
Martha Washington, 1-yr., No. 1.....	.35	.65	1.10	1.45	1.95	3.00	4.10	5.15	11.50

RHUBARB

Myatt's Victoria, 2-yr., large.....	\$0.07	\$0.40	\$0.70	\$1.30	\$2.20	\$3.85	\$6.40	\$8.80	\$11.00	\$26.00
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GRAPE VINES

Campbell's Early, 2-yr., No. 1.....	.10	.45	.90	1.50	2.75	4.25				
Concord, 2-yr., Medium.....	.06	.30	.50	.80	1.50	2.75	4.95	6.55	8.00	17.95
Concord, 2-yr., No. 1.....	.07	.40	.70	1.35	2.50	3.85	7.20	10.20	12.90	30.00
Moore's Early, 2-yr., No. 1.....	.10	.45	.95	1.75	3.15	5.00				
Worden, 2-yr., Medium.....	.07	.40	.70	.80	2.45	3.75	6.00	8.50	10.75	25.00
Worden, 2-yr., No. 1.....	.10	.45	.95	1.85	3.25	5.50	8.40	11.90	15.00	35.00
Niagara, 2-yr., No. 1.....	.12	.65	1.15	2.15	3.90	5.00				
Agawam, 1-yr., No. 1 (Red).....	.25	1.45	2.75	4.45	7.75	14.00				
Delaware, 1-yr., No. 1 (Red).....	.15	.75	1.50	2.40	3.95	6.85				

ORNAMENTAL SHRUBS

	Each	Per 6	Per 12	Per 25	Per 50	Per 100	Per 200	Per 300	Per 400	Per 1000
Althea (Rose of Sharon), 2-yr., 1 1/2-2 ft. (Bush Form).....	\$0.15	\$0.80	\$1.50							
Althea (Rose of Sharon), 2-yr., 2-3 ft. (Tree Form).....	.40	2.20	3.75							
Barberry, Japanese, 2-yr., 1 1/2-2 ft.....	.15	.80	1.50			\$2.95	\$5.80	\$8.70	\$11.50	
Barberry, New Red Leaved, 1-yr., 1 1/2-2 ft.....	.45	2.50	4.60							
Bechtel's Flowering Crab, 2-yr., 2-3 ft.....	.20	3.50	6.00							
Butterfly Bush, 1-yr., 1 1/2-2 ft.....	.25	1.40	2.60							
Deutzia (Pride of Rochester), 2-yr., 1 1/2-2 ft.....	.12	.70	1.30			2.25	5.00	7.10	9.00	
Dogwood, 1-yr., 1 1/2-2 ft.....	.25	1.40	2.60							
Flowering Almond, 2-yr., 1 1/2-2 ft.....	.40	2.20	3.75			2.25	5.00	7.10	9.00	
Forsythia (Golden Bell), 1-yr., 1 1/2-2 ft.....	.12	.70	1.30							
Forsythia, 2-yr., 2-3 ft.....	.35	2.00	3.40							
Golden Elder, 2-yr., 2-3 ft.....	.12	.70	1.30			2.25	5.00	7.10	9.00	
Honeysuckle Bush, Red Tart, 2-yr., 1 1/2-2 ft.....	.25	1.40	2.50							
Hydrangea P. G., 2-yr., 1 1/2-2 ft.....	.30	1.55	3.00							
Japanese Quince, 2-yr., 1 1/2-2 ft.....	.30	1.55	3.00							
Lilac (Persian Purple), 2-yr., 2-3 ft.....	.12	.70	1.30			2.25	5.00	7.10	9.00	
Mock Orange, Coronarius, 1-yr., 1 1/2-2 ft.....	.45	2.50	4.60							
Mock Orange, Virginalls, 1-yr., 1 1/2-2 ft.....	.10	.55	1.10			1.90	3.55	5.25	6.35	
Privet, Amoor River North, 2-yr., 1 1/2-2 ft.....	.20	1.10	1.85							
Snowberry, Red, 2-yr., 1 1/2-2 ft.....	.20	1.10	1.85							
Snowberry, White, 2-yr., 1 1/2-2 ft.....	.30	1.55	3.00							
Spiraea, Anthony Waterer, 2-yr., 1 1/2-2 ft.....	.25	1.40	2.50							
Spiraea, Arguta, 2-yr., 1 1/2-2 ft.....	.12	.70	1.30			2.25	5.00	7.10	9.00	
Spiraea, Van Houtte, 2-yr., 1 1/2-2 ft.....	.25	1.40	2.50							
Tamarix Africana, 2-yr., 2-3 ft.....	.40	2.20	3.75							
Weigela, Eva Rathke, 2-yr., 1 1/2-2 ft.....	.18	.95	1.85							
Weigela, Rosea, 2-yr., 1 1/2-2 ft.....										

Instructions for Ordering—Please Read Carefully

SEND NO MONEY FOR POSTAGE—Mail Shipments Sent C. O. D. For Charges

You pay the postman the exact amount of postage—no guesswork or overcharge. Postal clerks give C. O. D. shipments preference, assuring more prompt delivery. Another thing—C. O. D. shipments are automatically insured against loss or damage. Mark your order blank for mail shipment, sending cost of plants only, and we will send them C. O. D. for the exact postage.

Everything except trees can be sent by mail. Quick delivery right to your door in city or country—much the best for you and cheaper for smaller orders. If you wish us to determine the best way on your larger orders, just check "Our Judgment" on the order blank.

Read Further Order Instructions on Back of Order Blank.

FREE CULTURE BOOK FOR YOU—

Tells how to plant and grow fruit plants, fruit trees, shrubs and flowers—Complete cultural directions sent with every order acknowledgment

Here's Our Famous "LATEBERRY"

The Strawberry 1,000,000 Growers Want

Last spring hundreds of our customers bought Lateberry.

Late last season on our farms Lateberry quality continued to bring top prices when other kinds could not find a sale.

Introduced by us in 1930—Buy and get the genuine "Lateberry"—

Why? Because—

1. Most important of all is its Late Season. This makes added profits—strawberries are scarce then.

2. Firmest berry we have ever seen. Think what this means in shipping and keeping qualities.

3. Beautiful appearance—bright red glossy tough skin and prominent yellow seeds topped by a brilliant green hull. After 36 hours these colors are still bright and attractive—a pleasant point in home use and actually means more dollars in market returns.

4. Wonderfully mild sweet flavor—no acid-sour here.

5. Every berry well above average size. We don't claim it is the largest berry grown. But examine the photograph of the box of berries—an even run of such good sized berries of top quality and finest appearance is more desirable than a few extra large with many small ones.

DON'T MISS THESE!
Order Some Lateberry
Plants NOW!

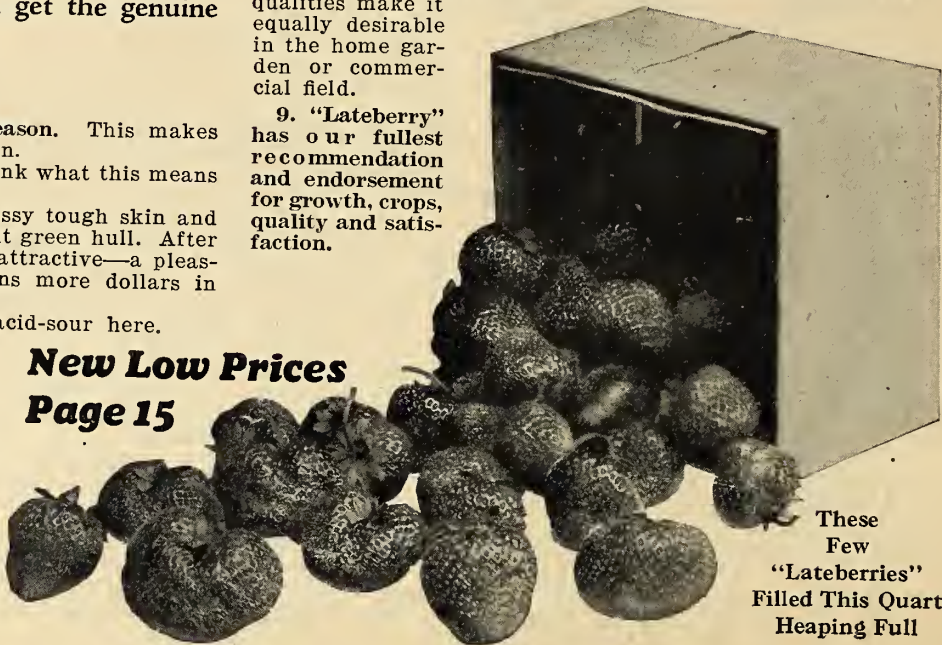
6. Heavy regular bearer in all fruit locations. Most late kinds fall short here, but not "Lateberry." You can depend on it.

7. Blossoms are perfect. No other kind need be planted with Lateberry to produce a full crop. Blooms open late, avoiding spring frosts.

8. Desirable in garden or field. Its many outstanding good qualities make it equally desirable in the home garden or commercial field.

9. "Lateberry" has our fullest recommendation and endorsement for growth, crops, quality and satisfaction.

New Low Prices
Page 15



These
Few
"Lateberries"
Filled This Quart
Heaping Full